

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strikethrough~~.

Please replace the paragraph beginning at page 1, line 10, with the following paragraph:

A delivery of direct mail by electronic mail ~~has following merits for~~ is advantageous to a trader in some respects. First, compared with a delivery by mail or a delivery service, it requires a low cost for delivery and little manpower for delivering to a lot of users. In addition, the trader can enter a URL of a Web page of his or her Web site in the electronic mail so that interested users can access the trader's Web site. Thus, the trader can make the electronic mail readily without any special consideration about a design or a layout of the electronic mail. Because of these merits, a lot of traders deliver direct mail by electronic mail.

Please replace the paragraph beginning at page 1, line 20, with the following paragraph:

However, in many cases receiving such electronic mail is ~~inconvenience~~ inconvenient to a user. A user may be required to make time to read the electronic mail and to decide whether it is necessary electronic mail or not. In some cases the user has to access a Web site in accordance with a URL included in the electronic mail for deciding whether it is necessary electronic mail or not. In addition, there is a case where the contents of the electronic mail are unpleasant to the user. Furthermore, a user of a cellular phone may have to pay for a communication charge every time when receiving electronic mail. In this case the communication charge increases.

Please replace the paragraph beginning at page 4, line 8, with the following paragraph:

Alternatively, the electronic mail server further includes a first Web page obtaining portion for obtaining a Web page indicated in a URL contained in the unsolicited bulk electronic mail received by the first reception portion. If the Web page obtained by the first Web page obtaining portion contains a code for jumping to ~~other another~~ Web page (a second Web Page) automatically, the domain extraction portion extracts a domain name of a domain in which the other Web page is provided, the Web site specifying portion specifies a Web site that delivers the other Web page, and the unsolicited site storage portion stores a domain name of a domain

in which a Web site is provided for delivering the other Web page and a site name of the Web site as the unsolicited site information.

Please replace the paragraph beginning at page 4, line 21, with the following paragraph:

Alternatively, the electronic mail server further includes a second Web page obtaining portion for obtaining a Web page indicated in a URL contained in the electronic mail received by the second reception portion. If the Web page obtained by the second Web page obtaining portion contains a code for jumping to ~~other another~~ Web page (a third Web Page) automatically, the unsolicited bulk electronic mail decision portion decides whether or not the electronic mail is unsolicited bulk electronic mail in accordance with a URL of the other Web page.

Please replace the paragraph beginning at page 8, line 13, with the following paragraph:

The electronic mail server 1 includes a CPU 1a, a RAM 1b, a ROM 1c, a magnetic storage device 1d and various interfaces as shown in Fig. 3. The magnetic storage device 1d stores an operating system (OS), an SMTP server program, a POP server program, a program for detecting unsolicited bulk electronic mail and various data. These programs and data are loaded into a RAM 1b as a necessity, and the CPU 1a performs the programs.

Please replace the paragraph beginning at page 15, line 5, with the following paragraph:

Next, a flow of the process performed by the electronic mail server 1 will be ~~deseried~~ described with reference to flowcharts. Fig. 11 is a flowchart for explaining a flow of process for relaying electronic mail, and Fig. 12 is a flowchart for explaining a flow of process for registering an unsolicited site.

Please replace the paragraph beginning at page 17, line 13, with the following paragraph:

According to this embodiment, the user can refuse to receive electronic mail that the user thinks is a spam regardless of the electronic mail address of the sender.